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May 5, 1987

MEMORANDUM FOR: State/NEA - Jim Bruno
FROM: NEA - Michael Pistor
SUBJECT: Afghanistan: Public Diplomacy
Action Plan

IV. Activities and Measures

PUBLIC AFFAIRS

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Worldnet: A number of senior USG officials, including Assistant Secretary Murphy and Undersecretary Arnacost, have already appeared on Worldnet interactives to address the issue of Afghanistan. Following his trip to Afghanistan, Senator Gordon Humphrey was interviewed on Worldnet's "America Today" newscast to Europe. USIA will continue to look for appropriate speakers to address audiences abroad via Worldnet interactives.

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Afghan Media Project: Three groups of Afghans trained under the media project have gone into Afghanistan and others are scheduled to go in shortly. The result has been some reportedly good footage of the war. Although the Pakistanis and the Afghans themselves continue to delay on naming an Afghan director for the news service, Boston University is setting up a resource center which will be able to market the media product which media project trainees should now be supplying on a regular basis.

p. 6 Cross-border Attacks: eliminate

p. 7 VOA: To be supplied separately.

CONGRESSIONAL AFFAIRS

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Worldnet: USIA plans to ask U.S. legislators from both political parties in appearances on Worldnet to discuss the war in Afghanistan.

PRIVATE SECTOR

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Benefit Gala: Attempts are being made, under the direction of USIA's Director of Private Sector Committees to identify private individuals who might be encouraged to sponsor a benefit gala to raise funds for the treatment of Afghan children wounded in the war and to draw attention to the human tragedy of the war.

THIRD WORLD

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Third World Media: USIA is exploring ways to generate more publicity on the war in usually low-interest areas such as Africa and Latin America.

USIS AFGHAN COUNTRY PROGRAM

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Concerned with the need to maintain links with the present leaders of "free" Afghanistan and to develop ties with the next generation, USIA has recently established a USIS Country Program for Afghans currently living in Pakistan. Through a variety of programs, USIS hopes to provide these future leaders with information and skills which would prepare them for their future role, and in the process, foster in them a positive attitude toward the U.S. The initial program includes the following:

The Afghan Media Project: Under a grant from USIA, Boston University is engaged in a Peshawar-based project to train Afghans in filming and basic journalistic skills and to set up a system for wide distribution of Afghan-produced news and film footage of the war. The project has already trained 35 Afghans and training of a second 35 is presently in progress. Boston University reports three teams from the first trainees went into Afghanistan several weeks ago and the first film footage is being readied for distribution. Eight more teams will soon go in.

English Teaching: USIA has given grants to the International Rescue Committee (IRC) for its extensive English teaching effort based in Peshawar. The courses include both general English and a specialized course for those involved in the media.